

LISTING OF THE CLAIMS

The following list of claims will replace all previous listings of the claims in the present application.

1. -13. (Canceled.)

14. (Previously Presented) The composition of claim 16, wherein the constituent of the flakes is a whitening agent.

15. (Canceled.)

16. (Currently amended) A dentifrice composition comprising an orally acceptable vehicle having distributed therein flakes formed from a water hydratable film matrix, wherein the matrix comprises a mixture of a water soluble hydroxyalkyl methyl cellulose polymer and a starch, wherein the ratio of hydroxyalkyl methyl cellulose polymer to the starch is about 1:3 to about 4:1, and wherein the flakes contain a constituent selected from a therapeutic material, decorative material, and combinations thereof, and the flakes are present in the composition in an amount of about 0.05 to about 1.0% by total weight of the composition.

17. (Previously Presented) The composition of claim 16, wherein the composition is a substantially clear gel and the flakes contain a decorative colorant.

18. (Canceled).

19. (Previously Presented) The composition of claim 16, wherein the constituent is an antibacterial agent.

20. (Previously Presented) The composition of claim 16, wherein the constituent is an anticalculus agent.

21. (Previously Presented) The composition of claim 20, wherein the anticalculus

agent is selected from a pyrophosphate salt, sodium hexametaphosphate and a cyclic phosphate.

22. (Previously Presented) The composition of claim 16, wherein the constituent is a breath freshening agent.

23. (Canceled.)

24. (Previously Presented) The composition of claim 16, wherein the constituent is selected from a calcium salt or a fluoride salt.

25. (Previously Presented) The composition of claim 16, wherein the constituent is an agent selected from triclosan, zinc gluconate, zinc citrate, alpha ionone, potassium nitrate, pantheon, retinyl palmitate, tocopherol acetate, chamomilla recutita, menthe piperita, salvia officinalis, and commiphora myrrha.

26. (Previously Presented) The composition of claim 25, wherein the agent is present in the flakes at a concentration of about 0.1% to about 2% by weight.

27. (Previously Presented) The composition of claim 25, wherein the agent is present in the flakes at a concentration of about 0.15% to about 5% by weight.

28. (Previously Presented) The composition of claim 16, wherein the constituent is a flavorant.

29. (Currently amended) The composition of claim 28, wherein the flavorant is present in the flakes at a concentration of about 15 to about 25% by weight of the flakes.

30. (Currently Amended) The composition of claim 16, wherein the flakes is a shaped have a two dimensional shapeflake.

31. (Previously Presented) The composition of claim 16, wherein the flakes have a thickness of about 0.5 microns to about 10 microns.

32. (Currently Amended) The composition of claim 16, wherein the flakes have ~~has~~ a particle size of about 0.01 to about 0.50 inches.

33. (Currently Amended) The composition of claim 16, wherein the flakes have ~~has~~ a barrier overcoat.

34. (Previously Presented) The composition of claim 16, wherein the composition further comprises a polishing agent that is characterized by a refractive index that is substantially similar to the refractive index of the composition.

35. (Previously Presented) The composition of claim 16, wherein the polishing agent is selected from colloidal silica or an alkali metal aluminosilicate complexes.

36. (Cancelled).

37. (Currently amended) A dentifrice composition comprising an orally acceptable vehicle and flakes, wherein the flakes are distributed within the vehicle, comprise from about 0.05 to about 1.0% by total weight of the composition, and are comprised of a water soluble film matrix and a constituent selected from a therapeutic material decorative material, and combinations thereof, wherein the matrix comprises a mixture of a water soluble hydroxyalkyl methyl cellulose polymer and a starch, wherein the ratio of water soluble hydroxyalkyl methyl cellulose polymer to the starch is about 1:3 to about 4:1, and wherein the matrix contains the constituent.

38. (Previously Presented) The composition of claim 37, wherein the constituent comprises a whitening agent.

39. (Previously Presented) The composition of claim 38, wherein the whitening agent is selected from hydrogen peroxide and urea peroxide.

40. (Previously Presented) The composition of claim 37, wherein the vehicle is a substantially clear gel and the flakes comprise additionally a decorative colorant.

41. (Previously Presented) The composition of claim 37, wherein the constituent comprises a therapeutic agent.

42. (Previously Presented) The composition of claim 37, wherein the constituent comprises an antibacterial agent.

43. (Previously Presented) The composition of claim 37, wherein the constituent comprises an anticalculus agent.

44. (Currently Amended) The composition of claim 43, wherein the anticalculus agent is selected from pyrophosphate salt₂[[.]] sodium hexametaphosphate and cyclic phosphate.

45. (Previously Presented) The composition of claim 37, wherein the constituent comprises a breath freshening agent.

46. (Previously Presented) The composition of claim 37, wherein the constituent comprises a desensitizing agent.

47. (Previously Presented) The composition of claim 37, wherein the constituent is selected from a calcium salt or a fluoride salt.

48. (Previously Presented) The composition of claim 37, wherein the constituent comprises up to about 30% by weight of the flakes.

49. (Previously Presented) The composition of claim 37, wherein the constituent comprises an agent selected from triclosan, zinc gluconate, zinc citrate, alpha ionone, potassium

nitrate, pantheon, retinyl palmitate, tocopherol acetate, chamomilla recutita, menthe piperita, salvia officinalis, and commiphora myrrha.

50. (Previously Presented) The composition of claim 49, wherein the agent comprises from about 0.1% to about 2% by weight of the flakes.
51. (Previously Presented) The composition of claim 49, wherein the agent comprises from about 0.15% to about 5% by weight of the flakes.
52. (Previously Presented) The composition of claim 37, wherein the constituent comprises a flavorant.
53. (Previously Presented) The composition of claim 37, wherein the constituent comprises a vitamin.
54. (Previously Presented) The composition of claim 53 wherein the vitamin is selected from pantheon, retinyl palmitate and tocopherol acetate.
55. (Canceled).